

## ABSTRACT OF THE DISCLOSURE

"Dynamic Composite Advertisements for Distribution  
via Computer Networks"

[0050] According to demographic or other web site visitor characteristics, selection  
5 is made of two or more graphic images and/or web objects to be dynamically  
combined into a single composite advertisement to render a highly targeted  
advertisement message. This allows a smaller database of advertisement data objects  
to be maintained, while producing advertisements which more closely match a  
consumer's characteristics. Further, effectiveness tracking of each combination allows  
10 for the system to self-optimize for the creation and delivery of the most effective  
advertisements.